

**AMENDMENTS TO THE CLAIMS:**

This listing of claims will replace all prior versions, and listings, of claims in the application:

1. (Currently Amended) A computer architecture for providing a bridge between tangible media and computer media, said computer architecture comprising:

a bridge server computer system including a database and a server control program;  
a portable client device, including a bridge control program and an input device, said portable client device adapted to receive and store at least one bridge code ~~associated~~ included with a tangible media object, which was transmitted from a transmitter associated with the object; and

a communications channel coupling said bridge server computer system and said client device to download the previously stored bridge codes from the client device to the bridge server computer system;

whereby said server control program is operative  
to query said database based on the received bridge codes,  
to display a plurality of links to computer media, wherein the links correspond to the received bridge codes and,

upon activation of one of said plurality of links, to execute action commands in said database in correspondence to the bridge code associated with the activated link.

2. (Canceled)

3. (Previously Presented) A computer architecture as recited in claim 1, wherein the links are displayed on a Web page.

4. (Previously Presented) A computer architecture as recited in claim 1, wherein said portable client device communicates with a client computer system via a local communications channel selectively coupling said client computer system to said portable client device, said input device being disposed in said portable client device and the bridge codes being uploaded from said portable client device to said client computer.

5. (Previously Presented) A computer architecture as recited in claim 1, wherein the action commands comprise instructions for displaying a Web page stored on one of said bridge server computer system or a separate content server coupled to said communications channel.

6. (Previously Presented) A computer architecture as recited in claim 1, wherein said portable client device is a wireless phone.

7. (Previously Presented) A computer architecture as recited in claim 4, wherein said local communications channel is an infrared communications channel.

8. (Previously Presented) A computer architecture as recited in claim 4, wherein said local communications channel is a radio frequency communications channel.

9. (Previously Presented) A computer architecture as recited in claim 4, wherein the action commands comprise instructions for downloading data to said client computer system from one of said bridge server computer system or another server coupled to said communications channel.

10. (Original) A computer architecture as recited in claim 9, wherein said data comprises a computer media copy of an article in the tangible media object.

11. (Original) A computer architecture as recited in claim 9, wherein said data comprises a computer media coupon related to products described in the tangible media object.

12. (Original) A computer architecture as recited in claim 9, wherein said data comprises a computer media copy of information related to an article in the tangible media object.

13. (Cancelled)

14. (Cancelled)

15. (Previously Presented) A computer architecture as recited in claim 1, wherein one of the plurality of links is to a vendor Web site for facilitating purchase of a product described in the tangible media object.

16. (Previously Presented) A computer architecture as recited in claim 1, wherein said input device is a bar code reader adapted to read the bridge code in the form of bar codes.

17. (Previously Presented) A computer architecture as recited in claim 1, wherein said communications channel is a computer network.

18. (Original) A computer architecture as recited in claim 17, wherein said computer network is the Internet.

19. (Previously Presented) A computer architecture as recited in claim 4, wherein said client computer system comprises a wireless communication device.

20. (Previously Presented) A computer architecture as recited in claim 19, wherein said communications channel is a wireless communications network.

21. (Previously Presented) A computer architecture as recited in claim 19, wherein said communications channel is a computer network.

22. (Previously Presented) A computer architecture as recited in claim 21, wherein said computer network is the Internet.

23. (Previously Presented) A computer architecture as recited in claim 19,

wherein said wireless communication device is a cellular phone.

24. (Previously Presented) A computer architecture as recited in claim 19, wherein said wireless communication device is a wireless digital phone.

25. (Previously Presented) A computer architecture as recited in claim 19, wherein said wireless communication device is a personal digital assistant having wireless communications capabilities.

26. (Previously Presented) A computer architecture as recited in claim 19, wherein said wireless communication device is a vehicle on-board computer.

27. (Previously Presented) A computer architecture as recited in claim 26, wherein said on-board computer comprises a navigational system.

28. (Previously Presented) A computer architecture as recited in claim 23, wherein said input device is a keypad.

29. (Previously Presented) A computer architecture as recited in claim 24, wherein said input device is a keypad.

30. (Previously Presented) A computer architecture as recited in claim 23, wherein said input device is an audio receiver.

31. (Previously Presented) A computer architecture as recited in claim 24, wherein said input device is an audio receiver.

Claim 32 (Canceled)

33. (Previously Presented) A computer architecture as recited in claim 1, wherein said transmitter device is a radio frequency transmitter.

34. (Previously Presented) A computer architecture as recited in claim 1, wherein said transmitter device is an infrared transmitter.

35. (Previously Presented) A computer architecture as recited in claim 33, wherein said input device is a radio frequency receiver.

36. (Previously Presented) A computer architecture as recited in claim 34, wherein said input device is an infrared receiver.

37. (Previously Presented) A computer architecture as recited in claim 4, wherein the action commands comprise instructions for displaying a Web page stored on one of said bridge server computer system or a separate content server coupled to said communications channel.

38. (Previously Presented) A computer architecture as recited in claim 4, wherein the action commands comprise instructions for downloading data to said client computer system from one of said bridge server computer system or another server coupled to said communications channel.

39. (Previously Presented) A computer architecture as recited in claim 38, wherein said data comprises a computer media copy of an article in the tangible media object.

40. (Original) A computer architecture as recited in claim 38, wherein said data comprises a computer media coupon related to products described in the tangible media object.

41. (Previously Presented) A computer architecture as recited in claim 38, wherein said data comprises a computer media copy of information related to an article in the tangible media.

42. (Previously Presented) A computer architecture as recited in claim 38, wherein said data comprises geographic maps.

43. (Previously Presented) A computer architecture as recited in claim 38, wherein said data comprises navigational information.

44. (Previously Presented) A computer architecture as recited in claim 38, wherein said data comprises audio files to be communicated by a vehicle on-board computer.

45. (Currently Amended) A method for bridging tangible media and computer media, said method comprising the steps of:

- creating a database of bridge codes and action commands corresponding to the bridge codes;

- receiving in a portable client device at least one bridge code associated with a tangible media object, which was transmitted by a transmitter ~~associated~~ included with the tangible media object, and storing each received bridge code therein;

- after storing each received bridge code, communicating the each bridge code to a bridge server;

- querying the database based on each communicated bridge code;

- displaying at least one link to the computer media, each link corresponding to one communicated bridge code; and

- upon activation of a link, executing an action command stored in the database in correspondence to the bridge code associated with the activated link.

46. (Previously Presented) A method as recited in claim 45, further comprising uploading the bridge codes from the portable client device to a client computer over a local communications channel.

47. (Previously Presented) A method as recited in claim 45, wherein said action commands comprise instructions for displaying a Web page stored on one of the bridge server computer system or a separate content server.

48. (Previously Presented) A method as recited in claim 45, wherein said action commands comprise instructions for downloading data to a client computer system from one of the bridge server computer system or another server.

49. (Previously Presented) A method as recited in claim 48, wherein hyper links to the data are stored on the bridge server.

50. (Original) A method as recited in claim 48, wherein the data comprises a computer media copy of an article in the tangible media object.

51. (Original) A method as recited in claim 48, wherein the data comprises a computer media coupon related to products described in the tangible media object.

52. (Original) A method as recited in claim 48, wherein the data comprises a computer media copy of information related to an article in the tangible media object.

53. (Original) A method as recited in claim 48, wherein the data comprises geographic maps.

54. (Original) A method as recited in claim 48, wherein the data comprises navigational information.

55. (Previously Presented) A method as recited in claim 48, wherein the data comprises audio files to be communicated by a vehicle on-board computer.

Claim 56 (Canceled)

57. (Previously Presented) A method as recited in claim 45, wherein the link is displayed on a Web page.

58. (Original) A method as recited in claim 57, wherein the link is to a vendor Web site for facilitating purchase of a product described in the tangible media object.

Claim 59 (Canceled)

60. (Original) A method as recited in claim 45, wherein said communicating step comprises communicating over a computer network.

Claims 61-63 (Canceled)

64. (Previously Presented) A method as recited in claim 45, wherein said receiving step comprises reading the bridge code in the form of an infrared signal.

65. (Previously Presented) A method as recited in claim 45, wherein said receiving step comprises reading the bridge code in the form of a radio frequency signal.

66. (Original) A method as recited in claim 45, wherein said communicating step comprises communicating over a wireless network.

67. (Original) A method as recited in claim 60, wherein the computer network is the Internet.

68. (Previously Presented) A computer architecture as recited in claim 1, wherein the action commands comprise instructions for downloading data to said portable client device from one of said bridge server computer system or another server coupled to said communications channel.

69. (Previously Presented) A method as recited in claim 45, wherein said action commands comprise instructions for downloading data to the potable client device from one of the bridge server computer system or another server.



70. (Previously Presented) A method as recited in claim 69, wherein the data comprises a computer media copy of an article in the tangible media object.

71. (Previously Presented) A method as recited in claim 69, wherein the data comprises a computer media coupon related to products described in the tangible media object.

72. (Previously Presented) A method as recited in claim 69, wherein the data comprises a computer media copy of information related to an article in the tangible media object.

73. (Previously Presented) A method as recited in claim 69, wherein the data comprises geographic maps.

74. (Previously Presented) A method as recited in claim 69, wherein the data comprises navigational information.

75. (Previously Presented) A method as recited in claim 69, wherein the data comprises audio files to be communicated by a vehicle on-board computer.